

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 698390 - 2
Alt Order #: 6226600
Product Desc: AMERICAN CROSSROADS
Estimate: 1777
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	82	\$44,990.00	\$38,241.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	82	\$44,990.00	\$38,241.50	0.00
Totals	82	\$44,990.00	\$38,241.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	25%	\$44,990.00
Market	100%	\$179,960.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$7,198.40
WCWJ	0%	\$0.00
WJXT	30%	\$53,988.00
WJXX	13%	\$23,394.80
WTEV	28%	\$50,388.80

mg 33-35

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WTLV	10/06/12	10/06/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$220.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1			\$220.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/01/12-10/07/12		Sat 730-8p		Sat 7:30p-8p	-----Sa--	:30		(\$220.00)		0.00	NM		
Credited															
N 17	WTLV	10/06/12	10/06/12	Sat Prime B Sat Prime B	CM	Sat 9p-10p	-----S-	:30	2	\$330.00	P-3	0.00	NM	0	\$0.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			2			\$330.00		0.00			

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Advertiser: American Crossroads
Product Desc: AMERICAN CROSSROADS
Estimate: 1777
WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WTLV	10/06/12	10/06/12	Sat Prime B Sat Prime B	CM	Sat 9p-10p	-----S-	:30	2	\$330.00	P-3	0.00	NM	0	\$0.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	2		\$330.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/01/12-10/07/12		Sat Prime B		Sat 9p-10p	-----Sa--	:30		(\$330.00)		0.00	NM		
Credited															
2	WTLV	10/01/12-10/07/12		Sat Prime B		Sat 9p-10p	-----Sa--	:30		(\$330.00)		0.00	NM		
Credited															
N33	WTLV	10/06/12	10/06/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	2		\$300.00		0.00						
N34	WTLV	10/02/12	10/05/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	-TWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	1		\$200.00		0.00						
N35	WTLV	10/02/12	10/05/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	-TWTF--	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-TWTF--	1		\$80.00		0.00						
													Totals	82	\$44,990.00